



PRESS RELEASE 26 March 2010

Supersavertravel to give all its Facebook fans discounts on travel

The online travel agency will now reward faithful "stalkers" with discounts on flights, hotels and hire cars.

Supersavertravel is about to launch its own fan page on Facebook, at the same time launching a new concept summed up in the catchphrase "Don't be a follower - be a stalker". Supersavertravel defines its stalkers as fans with that little bit extra - those who have a passion for travel, crazy competitions and far-away destinations.. Everyone who chooses to become a Supersavertravel stalker will be rewarded with a SEK 100 discount on a Supersavertravel product of their choice.

The online travel agency will launch its own Facebook fan page today. The reason for creating the Facebook fan page is simple, explains the team at Supersavertravel: it allows them to meet customers and other travel-lovers in a fun environment. The page will allow fans (or "stalkers", as Supersavertravel calls its admirers) to enter fun competitions, receive offers on cheap travel, tips on destinations and things to do in different locations across the world and much, much more.

"Facebook is the perfect platform for establishing a dialogue with our fans," explains Marlène Wallberg, Marketing Director at Supersavertravel. "On Facebook the dialogue need not be so formal and we all meet on equal terms, for the simple reason that we love to travel!"

A whole range of exciting things are planned for Supersavertravel's Facebook fan page throughout the year.

"Facebook will become a strategically important channel for building and developing our relationship with our target group. Where our customers are, we must also be," adds Wallberg.

Customer service to answer questions on Facebook

Supersavertravel's fan page will not only serve as a platform for a relaxed, informal dialogue with fans, but will also include a function whereby customer service officers will answer questions during the mornings.

"The idea is that customers will have to opportunity to have their questions about tickets, baggage regulations and more answered in the same way as if they were to send an e-mail to our customer service address," says Wallberg. "We're convinced that this will give us the chance to provide them with even better service."

Don't be a follower – be a stalker

Supersavertravel gives the following definition of a "stalker" on its fan page: "A *stalker* is a devoted and avid admirer who would rather stalk their idol than admire them from a distance". This is a description we really felt summed things up when we coined the expression "**Don't be a follower – be a stalker**". Because our fans are more than just ordinary followers. Our fans try that little bit harder and enjoy following along with each move we make.

"A stalker is a fan who goes that extra mile, who shares our passion for travel, great hotels, white sandy beaches, crazy competitions and far-away destinations."

Just now, everyone who chooses to become a Supersavertravel stalker will be rewarded with a SEK 100 discount that can be used on Supersavertravel products like flights, hotels and hire cars.

[Become a stalker today! >>](#)



If you love us, stalk us on Facebook

About Supersavertravel

Supersavertravel is one of the Nordic region's largest online travel agencies, offering deals on [airline tickets](#), [hotels](#), [package deals](#) and [hire cars](#). Supersavertravel/Supersaver is active in five different countries: Sweden, Denmark, Norway, Finland and Holland. Supersavertravel is part of the European Travel Interactive (eTRAVELi) travel agency group, the Nordic region's largest online travel agency, with a 30-per cent market share. The group recorded sales of SEK 3.5 billion and solid profits in 2009.